The STORAGRAM

KAUFMANN'S
FIFTH AVENUE PITTSBURGH

The Cover

"Miles and Miles of Bear Run Smiles" These are all genuine Bear Run Smiles—clipped from snap shots, taken there when the smiling was good, chosen by the editor at random. They reflect in a measure the spirit of comradeship and gaiety that belongs to our Summer Club at Bear Run—the happiest place we know of!

The
STORAGRAM

Published monthly by and for the Fellow-workers of Kaufmann's.
Printed and bound in our own printing shop.

Vol. VIII | Pittsburgh, Pa., August 1927 | No. 7

Suggestive Selling Prizes Awarded at Mass Meeting

$50 Prize Winners

For making the highest percentage over their quotas. Congratulations, first-prize winners: Morris Feldman, Salena Wilson, John Curka, Albert Gums, Lucy Owens. "Dragons."

One of the most significant mass meetings of the year was that of Thursday morning, July 28, when prizes were awarded to the winners of the Suggestive Selling Campaign. Mr. O. C. Lloyd presided and Mr. I. D. Wolf presented the checks, thanked the winners in the name of the firm and explained in the convincing, human way that is his, the great idea of service that is behind this business of suggestive selling.

This year's suggestive selling campaign was successful and it is to be hoped that the work will carry on. Team-mates got to know each other, made a point of learning about each other's merchandise, became interested in business beyond the limits of their own departments. This spirit is bound to mean more business for Kaufmann's and better service to customers.

$10 Prizes to Highest Team of Each Group

Anna Ringer
Catherine Braunersreither
Ella McKenzie
Mary B. Baker
Margaret Finucane
Lenore Long
Pearl Grapper
Elizabeth Mooney
Osset Ohler
Sara Edwards
Lillian Cunningham
Clara Pilgrim
Ida M. Harper
Alfred Shapiro
Margaret M. McCormick
Margaret Moneypenny
Ruth Neiman
Anna Simpson
Margaret O'Donnell
Robert McKendrick
Lawrence Neely
Julia Perry
Warren McWilliams
Harold E. Kibler
Alice Brown
Marguerite Hull
Hilda Davies
Margaret Carson
Joseph M. Miller
Laura Gleason
Francis J. Beach
Heyman Srolovitz
Bessie Leonard
Bertha Bartano
Elsie S. Zeh
Lillian Smith
Ray Cohen
Margaret O'Leary
Julia A. O'Neil
Helen M. Dwyer
Mary McKeown
Jennie Taggart
Ruby A. Tate
Madyln Doersch
Irene Chambers
Esther Petroni
Estella Bliswick
Rose Marie Dalverny
Harriet Williams
Irene Scheibel
Esther DeBar
Teresa Kirk

107 Fellow Workers Get $5 Prizes

To each member of the "Leopards", the large Basement group having the highest percentage of increase over quota, a $5 prize was awarded. Space does not permit us to publish the 107 names, but to these we extend our congratulations and the belief that these people will keep up the good work.

Mr. Wolf's Speech Reported on Page 7

The Princess Shop

As Lovely As Its Name Suggests

Youth at its fairest, youth at its gayest and smartest and loveliest calls this its very own fashion salon. Here in the Princess Shop, girls of 13, 15 and 17 find fashions especially designed for them. You feel the spirit of youth the minute you enter the new shop, which is situated at the rear of the fourth floor beyond the Misses' Coat Section.

Every garment here—and the stocks are full and complete and wonderfully varied—has been especially designed to emphasize the charm of youth. Appealingly girlish, Princess Shop styles have a dash of sophistication. Yes, sweet and simple enough to make mothers approve, yet clever enough to make daughters exclaim, "Oh, isn't that trick!"

Miss Cohen is the buyer; Miss Long, Miss Bardine, Miss Casey, Miss Kaiser and Miss Dove sell Princess Shop frocks, coats and suits.

Ann Adams Shops for Fellow Workers

Kaufmann's, ever on the alert to develop better service for customers, is just as eager to offer the best possible service to fellow workers. It is a great convenience and altogether a great satisfaction to have Ann Adams' specialized shopping service at your command. If you are hurried, if you want something and the shopping hours are over, if you want the expert advice of an experienced shopper—in any of these situations, just call Ann Adams and, as a fellow worker, you may be served by her at any time during store hours.

Miss Pauley, Future Air Pilot

Miss Josephine Pauley, of the Mailing and Stenographic Department, spent part of her vacation in an airplane—not the longest part of it, but certainly the best, she says. As a matter of fact, she made two short but thrilling flights, one for twenty minutes, one for half an hour.

Miss Pauley is among those progressive people who expect to see aviation at no distant date an accepted mode of transportation, competing with railroads and motor cars.

"Why not?" she asks. "I felt as safe as I ever feel in a train or automobile. Airplanes are certainly going to become great passenger and freight carriers. Since I've had the experience of flying I've been reading some interesting things about airplanes and, just for fun, I'm going to put the information I've picked up in the 'ask me another style':

Questions

1—What was the first airplane to cross the Atlantic?
2—In what year did the Wright Brothers first make a flight?
3—How long did the *Columbia* stay in the air?
4—With what motor is the *Spirit of St. Louis* equipped?
5—What is the world's altitude record?
6—How high did the U. S. Navy champion get in his flight three weeks ago?
7—What city leads with highest number of landing fields?
8—What state leads with highest number of landing fields?

Answers

1—The naval seaplane NC4, piloted by Lieutenant Commander Walter Hinton was the first plane to cross the Atlantic, May, 1919.
2—In December, 1903, the Wright Brothers got into the air at Kitty Hawk, North Carolina. But five people witnessed the flight. The newspapers at first refused to print the story. It was considered unbelievable.
3—The *Columbia* stayed in the air over the U. S. for 51 hours.
4—The *Spirit of St. Louis* is equipped with a *Wright Whirlwind* motor.
5—The world's altitude record is 40,820 feet (over 7½ miles).
6—Lieut. Carlton, U. S. Navy Champion, reached an altitude of 39,000 feet three weeks ago.
7—Chicago leads with 15 landing fields, 7 of which are municipal.
8—California leads all states with her 100 landing fields.

Kaufmann's and the Wide, Wide World

During the months of April and May, our records show that Kaufmann's delivered purchases to forty-eight states of the Union; to Hawaii, Panama and the West Indies, and to the following foreign countries:

Asia	Canada
Egypt	Italy
South Africa	Switzerland
England	Mexico
Ireland	

Died—Agnes Gustafson

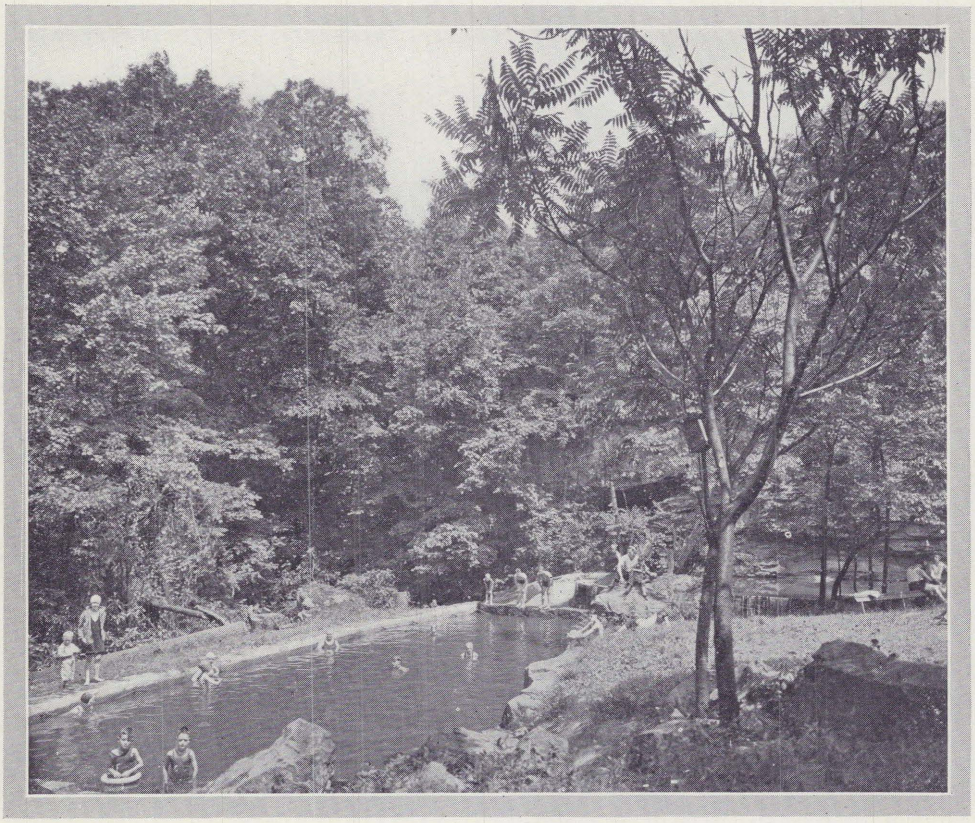
Miss Agnes Gustafson, Assistant Manager of the Adoria Beauty Salon, died suddenly July 11, after a short illness. She had been associated with our store for two years and had endeared herself to many, many people. An expert in her work, she understood well how to help others. Her charming personality won for her the love of her associates and the respect and admiration of all who came in contact with her.

Executive Training Alumni Elect Officers

At the June meeting of the Executive Alumni Club the following officers were elected: Mr. Earl Shaw, President; Miss Marie Maloney, Vice President; Mrs. Florence Baker, Secretary; Mr. Wright Cornell, Chairman of Program Committee; Miss Helena Fitzsimmons, Club Advisor.

The next meeting of the Executive Alumni Club will be Tuesday, September 13, with dinner at 6, followed by a program.

"Our Bear Run"



" . . . . The streams press lovingly about your feet and trees, like birds escaping from the heat, Sit in great flocks and fold their broad green wings. . . . "

The lines above, from Louis Untermeyer's poem *Highmount* might well have been written about our summer club at Bear Run. The great trees with their calm and soothing presence are a background for everything there. The cottages are embowered among them. The pool is fringed by them. Woodsey trails creep into the depths of the woods where great trees make a canopy that shelters hikers from mid-day sun.

More than a thousand people—Kaufmann fellow workers and friends they took as guests—have been to Bear Run this season. Many more will be added to that number before the season closes, September 5th. More than a thousand people have taken advantage of the opportunities our summer club offers.

Each year more and more Kaufmann fellow workers find their way to Bear Run, lured there by friends who are always singing its praises. They come back and join the ranks of "Bear Run Boosters." The freedom and the fun, the wholesome outdoor sports, the bounteous food from nearby farms—and the friendly fellowship of trees and mountains—that is why we love Bear Run.

The Falls
and
Mountain Stream
at
Bear Run

Tenth Floor

Margaret McLaughlin, of Accounts Payable, was married on August 10th to Mr. Francis Laughron. Margaret's many friends in the store wish her great happiness.

Miss Kress has returned from her three months' trip abroad. We will all be glad to have her back with us for we've missed her very much.

Agnes McCord is planning a trip to Cuba.

Florence Lober spent three weeks in St. Louis. We don't know whether it was the town or some other attraction there that has made her so enthusiastic about St. Louis.

Rose Miller is vacationing in Boston.

Anna May Gabig is spending her vacation in Atlantic City.

Mrs. Cashdollar, of the Advertising Department, is seriously ill with appendicitis. We send our best wishes for her speedy recovery.

It's good to have "Joe" Dolan back with us again. He was one time editor of the STORAGRAM, and is now in the Advertising Department.

We welcome August Schalack who is card writer, succeeding Ralph Lancelot who has accepted a position in New York.

Wrappers' Picnic

On Thursday, June 27th, a special car could be seen on its way to Schenley Park. Inside were a lively group of light hearted wrappers bound for a picnic supper in the park. Miss Hincks, of the Training Department and Miss Elser, Supervisor of Wrappers, planned a good program. Games were played and entertainment was furnished by a clever acrobat, formerly connected with a circus. It was a good picnic and the wrappers take this occasion to thank Mr. O. M. Kaufmann for providing the special car and the ice cream.

Jake Welcomes His Boys at Bear Run

In the series of games played on the ball diamond between the N. S. S. S. and the store "gang" the latter were victorious by clinching two of the three by the close scores of 9-5 and 13-6. As for the third, the umpire, fans and the teams lost track of the score early in the game for everyone was socking the apple and the bases resembled a merry-go-'round. The stellar players of the game were; Mr. I. D. Wolf, Bill Rosenberg, Milton Hanlon and Harrison. Mr E. J. was the star second baseman. We hear the Pirates hope to sign him up.

Swimming was braved by many.

The Tennis Tournament was won by Ivan Half when he defeated Milton Rosenberg by 6–3. Several of the best players in camp participated in this festival.

Dave Krockmal caddied on the bowling alleys for Eleanor Stuart, Sally Thomas and the Kay Dolan. Who won? Ask me another?

Some of those interested in hikes jaunted through the picturesque woodlands to the Point Lookout and Lovers Leap.

During the evenings the guests were at leisure to trip the light fantastique to the melodious strains of music furnished by a new band at camp. Sid Dickler played the drums. The band sure was great!

Races were among the plans of the camp committee and the results were as follows:

GIRLS—

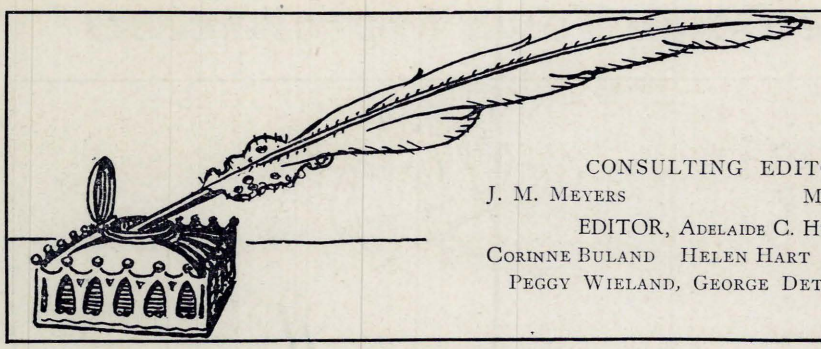
75 yd. dash . . Won by Mrs. Ted Makrauer
Potato race. . . . . Won by Kitty Silasky
Nail Hammer. . . . . Won by Mrs. Lohla

MEN—

Sack race. . . . . Won by J. L. Burkowitz
Three-legged. . . . . M. Burkowitz

Found

In the Tenth Floor Wash Room, a pair of glasses. The owner may claim them at the Timekeeper's Office on the Tenth Floor.



CONSULTING EDITORS
J. M. MEYERS M. A. MALONEY
EDITOR, ADELAIDE C. HUNTER
CORINNE BULAND HELEN HART C. J. HANLAN
PEGGY WIELAND, GEORGE DETRICH, Artists

593,750 is the Count

Yes, 593,750 people enter and leave the downtown district daily between 8 A. M. and 6 P. M., according to the figures compiled by the Bureau of Traffic Planning. This was one of the most exhaustive and thorough traffic surveys ever conducted by any city. Traffic engineers are now at work on plans to correct present traffic evils. The answer is far from easy and the day is far off when all traffic problems in Pittsburgh will be solved.

Meanwhile—

Isn't it a thought worth pondering over that 593,750 prospective customers come our way every day? If every fellow worker in Kaufmann's would pledge himself or herself to give the utmost service to every person who comes into our splendid store, it wouldn't be so very long until all those 593,750 people were regular Kaufmann customers. It can be done!

Educational Opportunities

Back from vacations, minds and bodies refreshed, we settle down to the more steady, serious thoughts that come when vacation days are over. It is not too soon to begin to make plans for some systematic study for the coming winter.

We Pittsburghers are peculiarly fortunate for our city is exceptionally well equipped with schools and universities. Only a generation ago these institutions of learning existed only for those who had the money and the time to take a regular college course. Nowadays they have broadened their horizons, become more liberal in their views. They plan evening courses especially for those of us who are at work in commerce and industry through the day. Let *us* broaden *our* horizons by taking advantage of these opportunities.

High Schools, University of Pittsburgh, Carnegie Institute of Technology, Duquesne University, Y. M. C. A., Y. W. C. A., Y. M. & W. H. A. all invite Kaufmann fellow workers to enter evening classes. For further information, call at the Training Department here. Classes begin about the tenth of September.

Mr. Wolf's Talk on Suggestive Selling

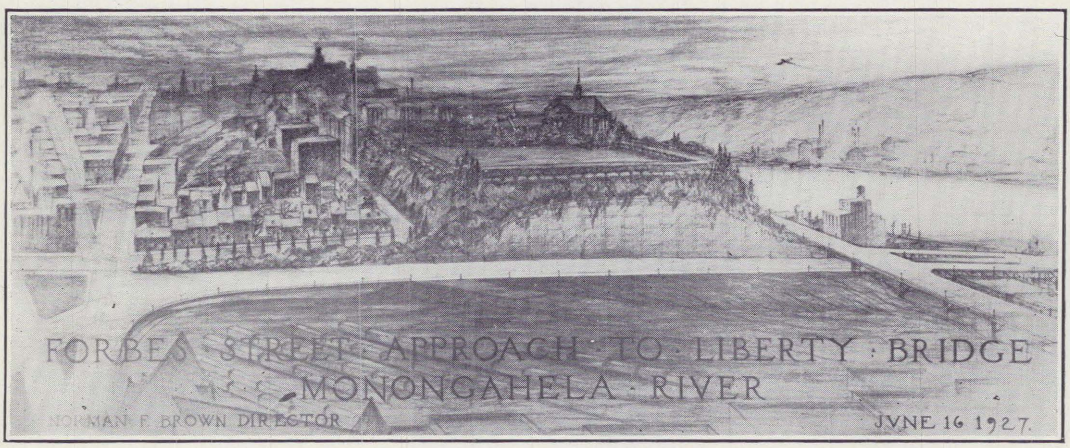
"You people who this morning receive your awards for your success in suggestive selling, are to be congratulated because you have done more—much more—than simply make big sales. You have, we believe, sold Kaufmann's to your customers.

"I know of some cases where the actual sale was no more than a spool of thread, yet the sales person who made this little sale put herself in the customer's place, anticipated her other needs, suggested other merchandise in which the customer was interested, directed her to other departments—sold Kaufmann's to that woman.

"The whole idea behind suggestive selling, is service—a genuine, sincere wish to help the customer to find what she wants. This means, of course, that you *know your store*, that you keep informed about other departments than your own. It means that you think of business in terms of the whole store.

"And you prize winners in the suggestive selling campaign, have done this, we believe. It is our hope that each day will see more and more Kaufmann fellow workers adopting the great service-idea of the right kind of suggestive selling!"

Notable Down Town Improvements



(Architects Drawing Loaned by County Commissioners)

Those who come to town via Forbes Street trolley cars or by motor over the Boulevard of The Allies, have been watching this interesting project take shape for many weeks.

The Liberty Tunnel afforded a quick route for South Hills dwellers, but only served to pile up traffic at the north end of the tunnel. Then came the Liberty Bridge, which is to carry Liberty Tunnel traffic directly across the Monongahela River, shortening the trip down town. Now comes the last step of connecting the bridge with down town thoroughfares—widened to receive the throngs that will use the bridge.

The architects drawing, which we were so fortunate as to secure from the County Engineers, shows the three forks at our end of the Bridge—one carrying traffic downtown, one turning right out the Boulevard of The Allies; the third fork, depresses under these, and carries traffic over a new road straight down to Forbes Street. There is a majestic beauty as well as a hard, practical side to bridges and roads like these, and our city is proud of them.

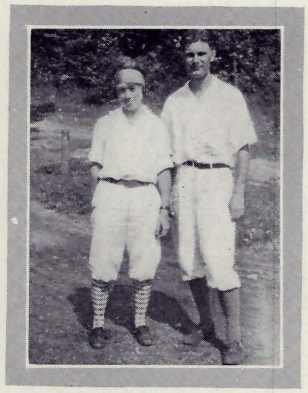
Meet the New Neighbor

For weeks the screeching din of riveting filled the air. Lately the noise has subsided and the structural iron workers who at first had only the slenderest strips of steel to cling to as they balanced high aloft, now have solid concrete floors to walk on. In other words, the new LAW and FINANCE BUILDING is nearing completion. Twenty-one stories high, this will be one of the finest office buildings in the country. On the corner of Fourth Avenue and Cherry Way, this fine new sky scraper is a new neighbor we are happy to salute.

Mellon Hotel Coming

Another interesting new neighbor will be the PITTSBURGHER, the $1,250,000 hotel which Mr. Andrew W. Mellon plans to erect at Diamond and Cherry Way, adjoining the LAW and FINANCE BUILDING above referred to. The PITTSBURGHER will be a neighbor of the utmost interest. Let's polish up our service and be ready to meet the hundreds of new customers who as guests in the new hotel will naturally turn to us as the nearest department store to serve them.

Bear Run Brevities



Miss Mary Bigham, Recreational Director for Girls, Leader of Girls' Activities, General Good Cheer Leader, Promoter of Good Times —call her what you will—is so much a part of Bear Run that the place wouldn't seem like itself without her jolly presence.

Mr. Courtney Dale, the men's leader for the season, has acquired many friends among the Webster Hall band as well as the feminine population of the camp. "Cort" is a great fellow. He is a graduate of Allegheny College, and is now matriculated at Pitt law school.

Vacationists Defeat Week-Enders July Fourth. Score, 4-1

The tussle afforded several thrills, f'r instance the cleverly executed double play performed by Happy Solomon for the losers. The fast fielding of the "regs" caused many a foe to shyly walk back to their dug-outs. Mr. Elmer Kaufmann's fast work behind the bat chopped down his opponent's fast basemen at second or at the plate. George Price and Joe Kaserensky featured the play for the victor.

THE LINE-UP

Regulars	Week-Enders
G. Price, Catcher	Elmer Kaufmann, Catcher
S. Dickler, Pitcher	R. Hohenstine, Pitcher
Kasernsky, First Base	Kelly, First Base
W. O'Brien, Short Stop	Spector, Short Stop
S. Bovitch, Second Base	S. Hohenstine, Second Base
H. Zedel, Third Base	Happy Solomon, Third Base
Goldman, Redmund, Catz, Grey, Fielders	R. Friedlander, Goodman, Wayland, Bluestone, Fielders

Attendance conservatively estimated by Sid Dickler (you know Sid), 15,800.

Hikes and Treats

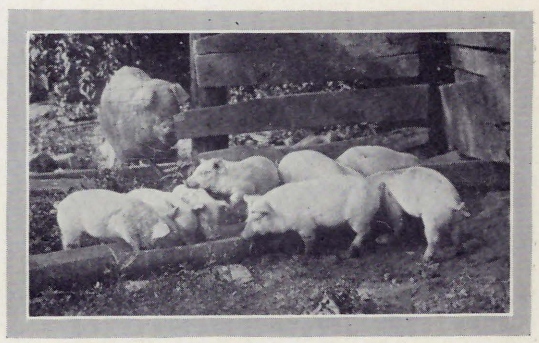
A most glorious and enjoyable trip was taken to Ohio Pyle on Thursday the 13th. Leaving camp at about 10:10 and arriving at their destination, the hikers made the record time of one hour and ten minutes. The water was fine. At noon as Bob Grady drove gallantly upon the scene a tumultuous yell arose from the hunger-mad mob lauding him and Mrs. Snyder to the clear blue skies. After a hearty repast the campers roamed about the Falls and returned to the warm currents of the river to be chased in later with a brisk shower, although some remained in the water. After a tour of the town's leading department (?) stores the train was boarded. Shortly after the train had left the station a near-serious mishap occurred when the driving rod came loose. After a delay of some 45 minutes the crowd with spirit still undaunted, got out and walked back to camp, getting there a bit tardy for the evening meal—and how it was consumed. All in all, the Hike was a joyful one. Three cheers for Ohio Pyle!

Mr. Arnold Haas was the host to the "gang" for a real honest to goodness "weenie roast" Tuesday eve. A good time was had by all. Thanks, Mr. Haas!

A *great* basketball game was played between the Bear Runners and the Mill Run organization, the former winning 12-2. The line-up was as follows:

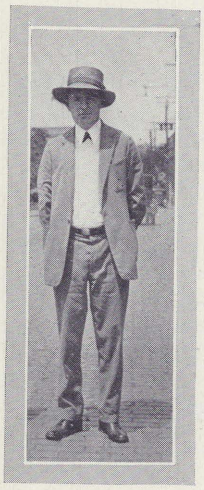
Bear Run—Solinsky, B. Baker, S. Baker, S. Bovitch and Dickler.

Mill Run—Mahoney sisters, J. Karensky, Silverman and Arkin.



Mr. Roth took this picture of some of the rural neighbors of Bear Run. Country rambles 'round Bear Run offer any number of such subjects for camera fiends. The Storagram welcomes such pictures.

Forbes Street Service Station Men Help in Promoting Better Brakes



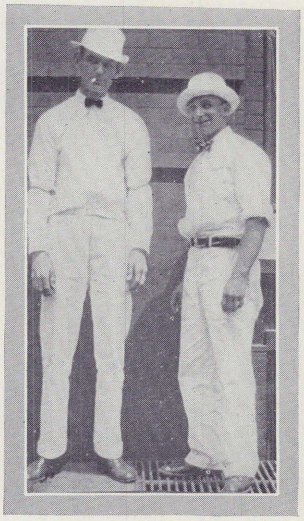
Mr. C. J. Hanlan, Supt. of Transportation, Member of General Committee for Better Brakes Week

Two public inspections, conducted by the Western Pennsylvania Division of the National Safety Council, in co-operation with the Better Traffic Committee in the past two years, covering thirty thousand automobiles, showed that one out of every three cars had defective brakes.

With the idea of bringing this condition to the attention of the public, a campaign was conducted during the week from June 27th to July 1st, inclusive.

The campaign, not being compulsory, employees from many of the large concerns were selected for their mechanical knowledge and ability to meet the public.

Kaufmann's was represented on the general committee by Mr. C. J. Hanlan, Superintendent of Transportation, and at the two stations on Pioneer Avenue, Dormont, and Twenty-Second Street, South Side, by Messrs. Maxwell and Demark of the Forbes Service Station. These men were commended many times by the motorists of the 3,230 cars taking the test.



Messers. Maxwell and Demark tested 3,230 cars during Better Brakes Week

Forbes Street S. S. Training

Forbes St. Garage maintains a training class for from six to eight boys, in its repair department. In repairing automobiles it is not only desirable but it is absolutely imperative that mistakes be entirely eliminated. For that reason it is a good poilcy to conduct a thorough training course for the young men who are to handle this important work.

The mechanic is responsible for the safety of the driver, his helper and the public. Much depends upon his accuracy and knowledge. He must note every fault in the machine under consideration, and he must know infallibly how to correct it. The absence of a bolt, lock-washer or cotter pin might mean death or serious accident to a fellow worker, to a child in the street, or to many if a car became uncontrollable.

Constant vigilance on the part of the mechanic who is training the apprentice must be practised until each operation is thoroughly mastered. Strictest inspection of the work after completion checks up on the apprentice's accuracy and thoroughness. Nothing less than 100% passes on this job. It's a strict course, but it has to be; and the young men who master it deserve the full confidence that belongs to the highest type of automobile mechanic.

Forbes Street S. S. News

Hadley lost no time in taking his vacation, choosing the first week. A new Studebaker with overhead valves, underslung body, suspension springs and a radiator cap like the one on the Spirit of St. Louis was the reason for the early booking.

George Love has added a few trinkets to his 1910 Henry and now calls it the "Spirit of McKees Rocks."

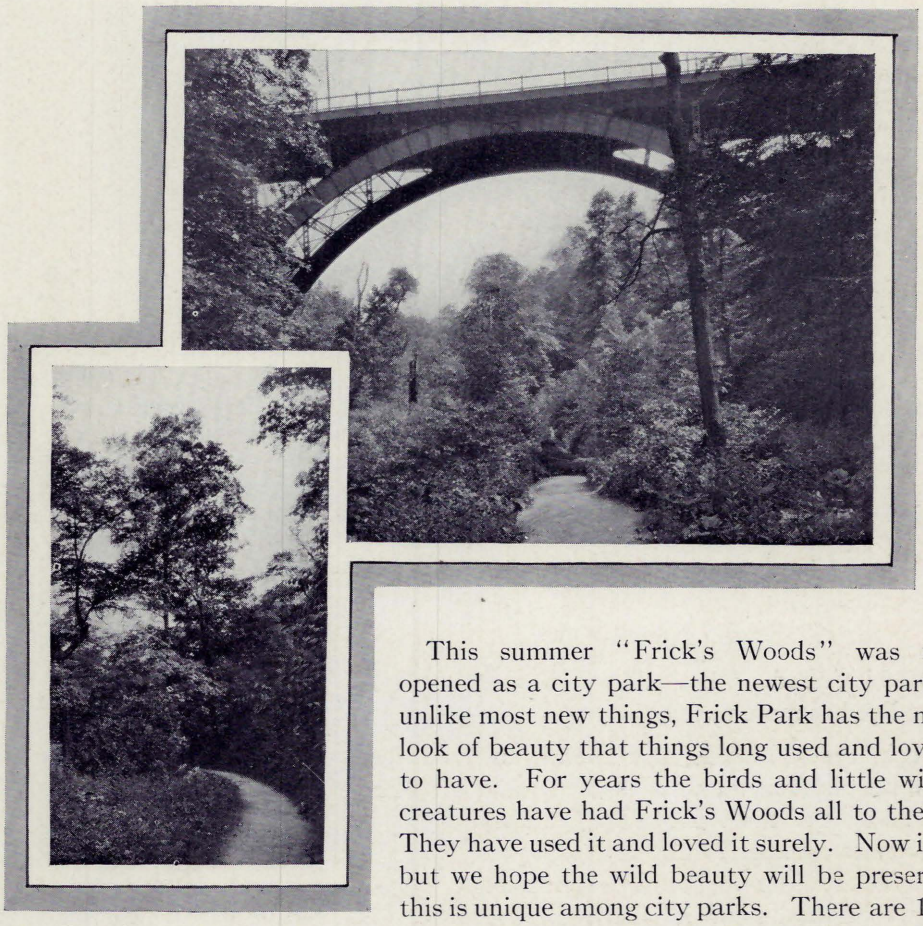
George Erb was seen recently in front of the store windows looking over the duplicate of Lindbergh's steel propeller. Later he was seen measuring up and around the rear of his 1913 Chevy. Wouldn't be surprised to see him go up in the air any time in the near future.

Mike Meiss is still at Allegheny General Hospital. Reports are favorable, but it looks as if it may still be some time before he will be able to get back with the boys at Forbes St. Best wishes for your recovery, Mike.

Chris Tierhoff is counting the days now till he gets to Detroit to see that brand new grandson who is awaiting him there.

"Brad" whitewashed his elevator shaft. It brightens up the whole lot. As Brad says, "When you go up now it's like goin' up to Glory."

"Frick's Woods" Now a City Park



This summer "Frick's Woods" was formally opened as a city park—the newest city park. But, unlike most new things, Frick Park has the mellowed look of beauty that things long used and loved come to have. For years the birds and little wild wood creatures have had Frick's Woods all to themselves. They have used it and loved it surely. Now it is ours, but we hope the wild beauty will be preserved, for this is unique among city parks. There are 150 acres with woodland glades and ferny slopes that tempt the beauty lover. In addition to the gift of land, Mr. Frick wisely and generously provided a trust fund of $2,000,000 the income of which is to be devoted to improving and maintaining the park. No buildings of a commercial nature shall ever be put up in the park, according to Mr. Frick's will, only shelter houses and play grounds and such equipment being provided.

It was Mr. Frick's hope that young and old would acquire health and a love for nature rambling through these beautiful woods. The place is easily accessible by car; any Forbes St. car going to Braddock & Forbes will take you to one of the entrances. Roads are being improved for motorists, and woodsey trails are being laid out for those who love to walk in country places.

North Side S. S. Base Ball Club

Here are the boys who beat the Joseph Horne Team, at Camp Horne, July 5, by a score of 14-6. The background of the picture is the big bus which carried the team down to Camp Horne. The boys say that the fine rooting done by the N. S. S. S. girls who went along did much to make them easy winners. It was a good game. Every one says so—including the Horne players and fans. Fred Schademan, of the Fixture Shop, is captain.

At Kaufmann's Picnic our team lost to the Stag Trouser Co. team. The score was 8-6.

Mollenary is the main twirler for the Kaufmann Team. Steinmiller and Rich are both good catchers. The team was organized late in the season, but at that they're doing good work and the enthusiasm is sure to carry over the next season when we expect to see a famous team representing Kaufmann's.

N. S. S. S. News

His name is Alfred. That's all we know so far. But Bee has more to tell.

Ed. Bush, Major Hoople, Dan Neilen and Little Jeff are planning a tour of the Thousand Islands in search of the Whoofle Bird. They plan to bring a specimen of this rare species to the North Side Museum. For the information of those who do not know all the interesting and important places in their city, the North Side Museum is located at the north end of Manchester Bridge. It has lately been beautified by whitewash, applied by the inmates.

No use telling any tales on Laird Spencer while he is away on his vacation, because he will probably be back in time to cut them out while the paper is on the press. Nice to be the printer.

Mr. Cummins has just returned from a week's visit in his home town, Cleveland. Wonderful city, according to Mr. Cummins. Mr. and Mrs. Cummins spent a week at Cedar Point, also.

Diamond Auto Park

"Quick, Courteous Service"

Like magic the old brick buildings across the way on Diamond Street disappeared and in their place we have the most efficiently conducted auto parking area in Pittsburgh. Like magic—so we hear from patrons—cars are handled; run into line, delivered back to hurried customers without delay.

The watchword is "Quick and Courteous Service." Most of the customers are in a hurry; many of them are women; all of them are looking for a high type of service. The crew of Kaufmann men who are in attendance at the Diamond Auto Park are endeavoring to give that kind of service. Here's the line-up: Edward McGrew, F. W. Miller, George Boyd, Ivor Wilson, Frank Tinnemeyer (cashier).

Who are entitled to receive the national salute?

Ans. The national salute of 21 guns, under naval regulations, is given only to the President and foreign rulers.

To whom was the national salute given in June, as a rare exception to the rule?

Ans. To Colonel Charles Lindbergh.

Letters We Like To Get

It is safe to say that we seldom perform a service without striking a responsive chord in the heart and mind of the recipient. The business world isn't a hard world. It's a hurried, hustling, quick-moving world, and for that very reason courtesy, thoughtful service and kindly consideration are all the more welcome. Generally, the favor is taken as a matter of fact. It is gratefully received, though the thanks may not be expressed. So, when letters like the following come to us, expressing a customer's appreciation of some good service performed by a Kaufmann fellow worker, we are happy to print them.

Mr. HARRY STEWART,
Kaufmann's,
Pittsburgh, Pa.

MY DEAR HARRY:

The Social Club and Agents Association Party which we had Friday night was a distinct success and I want to thank you for your contribution in making it a success for it was the service, menu and appointments that made it a very satisfactory gathering and you are deserving of unstinted praise.

MAURICE B. COHILL, *President*
Social Club
Equitable Life Assurance Society

Head of Delivery Service,

Kaufmann's, Pittsburgh,

DEAR SIR:

I wish to call your attention to the courteous, accommodating driver on the Dormont delivery route. I feel that this driver shows he is interested in his work and has the firm's interest at heart. Many knocks these men get, I suppose, but here's a boost for a good man.

Respectfully yours,
MRS. W. H. PHILLIPS

Out Fishin'

By Edgar Guest

A feller isn't thinkin' mean,
Out fishin';
His thoughts are mostly good an' clean,
Out fishin'.
He doesn't knock his fellow men,
Or harbor any grudges then;
A feller's at his finest when
Out fishin'.
The rich are comrades to the poor,
Out fishin';
All brothers of a common lure,
Out fishin'.
The urchin with the pin and string
Can chum with millionaire and king;
Vain pride is a forgotten thing,
Out fishin'.
A feller's glad to be a friend,
Out fishin';
A helpin' hand he'll always lend,
Out fishin'.
The brotherhood of rod and line
An' sky and stream is always fine;
Men come real close to God's design,
Out fishin'.

How to Keep From Growing Old

Reprinted from Transit Guest

Always drive fast out of alleys.

Always race with locomotives to crossings. Engineers like it; it breaks the monotony of their jobs.

Always pass the car ahead on curves or turns. Don't use your horn, it may unnerve the other fellow and cause him to turn out too far.

Demand half the road—the middle half. Insist on your rights.

Always speed; it shows people you are a man of pep even though an amateur driver.

Never stop, look or listen at railroad crossings. It consumes time.

Drive confidently, just as though there weren't eighteen million other cars in service.

Always lock your brakes when skidding. It makes the job more artistic.

Always pass cars on hills. It shows you have more power; and you can turn out if you meet a car at the top.

In sloppy weather drive close to pedestrians. Dry cleaners appreciate it.

Never look around when you back up. There is never anything behind you.

It was a Great Picnic

Kaufmann's Annual Picnic, held at West View Park, July 9th, was a great success from the minute the special cars appeared on Fifth Avenue, till the last fellow worker left the park that night. Traffic just naturally had to give way before the Kaufmann picnickers while they boarded their special cars on Fifth Ave. It was Kaufmann's day all right!

Some of the athletic events and the stars thereof were as follows:

75-yd. dash for women, Miss Hilliat, winner
75-yd. dash for girls, E. Hopf, winner.
3-legged race for men, D. Gluckman and S. Rosenbloom, winners
Egg-and-Spoon race, Miss Joyce, winner
Shoe race for boys, Jimmie Lee, winner
Race for couples, E. Kuseron and H. Clemens winners
50-yd. dash for children, Emory Watson, winner
100-yd. dash for men, H. Wissner, winner
Balloon race, Julia Reishel, winner and

The Pie Eating Contest

That was a sight to remember. Picture big, juicy berry pies and the pie-eatingest boys you ever saw. Picture the juicy berry pies under attack. See the boys' ears, hair, entire countenances generously decorated with berry pie Finally picture proud Ray Munsch, winner. Little red-headed Jimmie Lee, however, ate him a close second.

Famous Announcers

John Macks and Adolph Roth, of announcing-fame, contributed much to the success of the picnic events by announcing them a la McNamee.

Thanks, Committee-men

The general committee, Mr. J. M. Meyers, Mr. F. A. Weston, Mr. J. C. Kelly, were ably assisted by numerous special committees who kept the varied activities going all afternoon and evening. To one and all—and to the firm who gave us this annual outing—we want to express our enthusiastic thanks.

Before You Know It

Driver (arrested for speeding)—Honest, Judge, I wasn't going forty miles an hour. I wasn't even going twenty. In fact, I was at a standstill when the officer arrested me.

Judge—We must stop this immediately or you will be backing into something.

—*Los Angeles Times.*

Fourth Floor

Miss Sauers entertained the staff of the Misses' Coat Department on Saturday afternoon, July 9th, at a delightful picnic given at her brother's farm. The snapshot above shows the happy guests. It was a perfect day and a delightful event. In fact, it was so thoroughly enjoyed by all that they are hoping to make this a regular annual event.

Died, Elizabeth Williams

With deep sorrow the fellow workers of Mrs. Elizabeth Williams learned of the fatal accident that overtook her on her way home from work on the evening of July 26th. Mrs. Williams had alighted from a bus, and was struck by a motor in front of her home at Willock. She died within a few hours.

Gentle, kindly and earnest in her work, she had endeared herself to her associates in the Hosiery Department and to uncounted people whom she served in her selling position. Her memory is dear to her fellow workers. They send heartfelt sympathy to her family.

Weddings

Miss Elma Perkins was married to Mr. Charles Pickering on August 18th.

Miss Mary Cummings, of the Employment Office, was married on June 28th to Mr. Edward Tomlinson.

Miss Singleton, of the Shopping Bureau, was married to Mr. Norman Lunnen on July 14th.

Miss Olive Price, of the Advertising Department is now Mrs. Cherryholmes.

Third Floor

Miss Weber and Miss Riley, on their recent buying trip abroad, visited Dr. Wechsler and his family in Berlin. Above is a snap shot of the three taken in a Berlin park. Dr. Wechsler is studying in Berlin this year and wishes to be remembered to all his fellow workers here at the store.

The Infants' Department have formed a "Goodwill Club," with Miss Kahler as treasurer, Mr. Sauers, president. There will be more to tell about the work of the Club in next month's issue of the STORAGRAM.

Wedding bells have rung for Miss Guminder who is now Mrs. John Kuhler. A shower of rice, confetti and good wishes enveloped Miss Guminder as she left her fellow workers in the department. The department presented her with a handsome bridge lamp—to light her way to happiness.

Miss Weber surprised each one of her girls with a charming gift, upon her return from her foreign trip.

What? Another spread for the hope chest, Miss Balter?

Miss Ebhardt will spend her vacation in New York.

Try This One On Your Fishin' Rod

"I figured out what kinda bait I'd like if I wuz a fish,"said the small boy with the biggest string of fish, "an' I give it to 'em, an' they DID."

Fifth Floor

Miss Catherine Schmiecd who has been with the Adoria Beauty Salon for three years, became Mrs. William DeFord. We wish her the best of luck!

Congratulations, too, to Mr. Charles Hall, of the Adoria Beauty Salon, who is on his honey moon as this paper goes to press.

Miss Doris Lee, manager of the Adoria Beauty Salon, was the first guest to register at Bear Run this season. This was her first visit at our summer club and she is one of the boostingest boosters Bear Run has.

"Something Like Paradise"

There's a place up in the Mountains
That is sometimes called a Camp
But to me it's more like Paradise
Or perhaps a fairy grant.

There's a spacious cheerful Clubhouse
That is cooled by the mountain breeze
And it really seems to be smiling
As it nestles beneath the trees.

There's a lawn like a wide flung apron
That's dotted here and there
With snowy little cottages
A tennis court and loungy chairs.

If you wander down the right path
You'll find a swimming place
Tucked close by a hurrying waterfall
That laughes as it runs its race.

Baptismal Spring fringed in dogwood
With the reservoir just beyond
Where at twilight the fairies gather
And wood folk trill their song.

It is there that God holds Communion
And nature wipes out every wrong
The weary, the heart-sick, the lonely,
Learn to sing again Life's Wondrous Song.

Doris

Greetings, Mr. Kaufmann!

Mr. and Mrs. O. M. Kaufmann left on July 5th for a trip abroad. This issue of the STORAGRAM will be found in every one of the Kaufmann offices abroad which Mr. Kaufmann will visit, and we take this means of sending to Mr. and Mrs. Kaufmann hearty greetings from all fellow workers at home, and best wishes for their health and happiness throughout the trip.

Vacationists at Bear Run July 20

Seventh Floor

We all thank Mrs. Carson and Mrs. Wylie for helping to make our week end at Bear Run a success. They were the advance agents that "sold" the plan. Of course, after you get to Bear Run, you're sure of a good time.

And, speaking of Bear Run, we just want to say that those who missed going there for the Fourth missed the best "grand and glorious" in their lives. It's our opinion that the fire works at Bear Run surpassed anything of the kind in Pittsburgh; and the dances and that red hot music—well, we're still sorry for those who missed it!

And speaking of Bear Run again—wasn't that some snipe hunt! Of course, it was too hot for the snipes to be out. But then, it was just right for the hunters to be out. So, though no snipes were caught, we call that snipe hunt a success. Any vacation event that gets as many good laughs a minute as that snipe hunt got is a success, we'll say!

Mr. E. J. Kaufmann was recently appointed a member of the Advisory Board of the AMERICAN MANAGEMENT ASSOCIATION of New York. The Board's purpose is research into profitable methods of business management. Its 31 members are the heads of the country's largest corporations.

Fifth Floor Gets Honor Cup In Anniversary Contest

The Honor Cup, awarded each year to the floor which surpassed all other floors during the Anniversary in percentage of increase in business over the previous June, went this year to the Fifth Floor.

And they earned it! The volume of business that our fellow workers on the Fifth Floor handled, the fine spirit in which they met the big days, and the high standards of service maintained through it all, certainly warrant the award of the Honor Cup to the Fifth Floor.

Department Cups are awarded to that department on each Floor which surpassed all other departments on that floor in percentage of increase in business over the previous June.

First Floor.....Jewelry
Second Floor.....Uniforms
Third Floor.....Boys' Shoes
Fourth Floor.....Shirts
Fifth Floor.....Women's Shoes
Sixth Floor.....House Dresses
Seventh Floor.....Electrical Goods
Ninth Floor.....Oriental Rugs
Eleventh Floor.....Benches and Cabinets
Basement.....Women's Coats

Good Fellowship + Good Food = A Good Meal

That's why the Cafeteria up on the 13th floor is attracting more and more people every day. It's a great place to meet your friends and have a good time while you eat. And then, that special plate luncheon for 35c is a feature that would be hard to match at any eating place in town.

Roast pork and browned sweets seem to tie with Swiss steak and browned potatoes for highest favor. There are plenty of runners-up in the form of breaded veal and baked ham and other favorites. Good hot coffee, tea or milk, and our own rolls and bread round out a good meal—all for 35c.

An Egoist is a man who thinks as much of himself as you do of yourself.

Co-operation means conducting yourself so that others can work with you.

Thrift is not hoarding; it is establishing the proper balance between spending and saving.

News Notes from Main Floor

Miss Griffin, buyer of Gloves, has just bought a new Chrysler. We wish her luck. If she can drive like she buys gloves, we feel sure she'll be soon on the race track.

Mrs. Kelly arrived safe and sound back from her vacation after entertaining her brother from England. All of us can imagine the wonderful time Sam had if Mrs. Kelly had anything to do with it.

Miss Boyer is spending her vacation at Erie. We wonder what Mildred will do without the Buick.

Miss Kuhlman, buyer of Leather Goods, has returned after a successful buying trip abroad. We are glad to have her with us again.

Mrs. Grace Shimp, of Umbrellas, is spending her vacation at Freeport, Long Island.

Miss Owens and Mr. Gums, of the Men's Furnishings, have the honor of being Dragons of overwhelming vim and vitality. We hope their $50.00 reward will be only a start.

The pool tournament held by members of the Men's Furnishings came to a close with Mr. Rowan taking first place, Mr. Bradford second. Mr. Harold Olson, a strong contender, lost out in the first play off.

Mr. Hugh Cooper is back with us again after a couple of months' vacation; welcome, Hughey!

Miss Gates, has been seriously ill in the Passavant Hospital; we wish her a quick recovery.

Miss Krauer certainly came back from her vacation full of "wim, wigor and witality." She declares she can't work hard enough and customers can't come fast enough to suit her.

Miss Gropper and Miss Stein are becoming tennis fiends. We understand they play a wonderful game.

The Prize Winner at the Saturday Night Dance at Bear Run was Mr. Filson doing the waltz with a very pretty young lady.

Mr. Solomon, from Mr. Filson's Office, spent the week-end of July 23rd at Bear Run. The Ball Game, July 24th, between the week-enders and the vacationists, was featured by a double play. Richard Howenstein pitched and Elmer Kaufmann catching. The game was lost by one run.

Mr. Cole, of Men's Hat Department, is spending a two weeks' vacation at Bear Run, where he is enjoying himself very much.

Miss Kuehlman, Buyer of the Leather Goods Department, entertained her sister at Bear Run the week of July 23rd.

Miss Mildred Moody is with us again during the vacation months. We are always glad to see Mildred's most pleasant smile.

Mr. Porter, of the Men's Hats, after a three months' trip through the south is back. We are all glad to have him in our midst again

Mr. Walter Steding is sure a royal citizen at Bear Run. If only we could all get fat and tanned as he did.

Basement News

Department 126 was entertained at the home of Mrs. Joyce on July 18th. A delicious dinner was served and there seemed to be no limit to the candy, nuts and cake that was consumed throughout the evening. Miss Smith's songs and Miss Finnegan's dancing kept Miss Rothstein at the piano, and she's good! Mrs. Fahrenhold, Miss McCauley and Mr. Fonner were also guests. It was a wonderful party and the guests voted Mrs. Joyce a great hostess.

Zeke Quotes Poetry

Say, friends, I read a poetry-piece t'other day in a magazine, I think it wuz called "Rich Bits." An' 'stead o' writin down any o' my own idees same's I always do, I'm a -goin' to give you this poetry-piece. It's under my picture an' the pig's in the other colyum of this page. Yoors trooly, Zeke.

New Books in the Library

NAPOLEON, by EMIL LUDWIG

In this new biography of Napoleon you will find a portrait of the fascinating Corsican as vivid and clear as a painting. The work is historically accurate and at the same time as full of romance and as imaginative as a novel. Here is a book that is being much talked of these days and widely reviewed. We are fortunate to have it in our library.

ASK ME ANOTHER, A Question Book

Popular for entertainment; good for testing your breadth of knowledge; not a bad means of adding to your own general information. The answers are included in this volume. Get it now, while the book is in vogue.

THE LOST ECSTASY, by MARY ROBERTS RINEHART

A very intriguing plot, lots of action, the usual quick wit and humor of this popular author—altogether one of the best novels she ever wrote.

"This Punctual Spot"

The meeting was called for 4 o'clock. At one minute before the appointed hour the attendant closed the doors. As he did so he took notice that all the chairs were occupied.

The room and its furnishings were in taste with the architecture of the building. A long table occupied the center of the room. Lewis Cass Ledyard was in the chair set for the presiding officer. At his right hand was Cardinal Hayes. Next to the Cardinal sat J. P. Morgan, then came Payne Whitney and George F. Baker, Jr. At the table's end was Elihu Root and next to him Vincent Astor and Henry Walters. The engineering profession was represented by William Barclay Parsons and the law by two former Justices of the Supreme Court, Morgan J. O'Brien and Samuel Greenbaum, and by John G. Milburn and Frank L. Polk.

At a sign from President Ledyard, Mr. Whitney arose and proceeded to read the report of a committee of which he is chairman. It was the monthly meeting of the trustees of the New York Public Library. Every man was on time.

N. Y. Sun

The Old Black Hen

Said the little red rooster, "Gosh all hemlock, things are tough;
Seems that worms are getting scarcer and I cannot find enough.
What's become of all those fat ones is a mystery to me—
There were thousands through that rainy spell, but now where can they be?"
The old black hen who heard him didn't grumble or complain;
She had gone through lots of dry spells, she had lived through lots of rain.
So she flew on the grindstone and she gave her claws a whet,
As she said, "I've never seen the time there wasn't worms to get."
She picked a new and undug spot, the earth was hard and firm.
The little rooster jeered, "New ground, that's no place for a worm!"
The old black hen just sped her feet, she dug both fast and free;
"I must go to the worms," she said, "the worms won't come to me."
The rooster vainly spent the day, through habit, by the ways,
Where fat round worms had passed in squads back in the rainy days;
When nightfall found him supperless, he growled in accents rough;
"I'm hungry as a fowl can be—conditions sure are tough!"
He turned to the old black hen and said, "It's worse with you,
For you're not only hungry, but you must be tired, too.
I rested while I watched for worms, so I feel fairly perk,
But how are you? Without worms, too! And after all that work!"
The old black hen hopped to her perch and dropped her eyes in sleep;
She murmured in a drowsy tone, "Young man, hear this and weep,
I'm full of worms and happy, for I've dined both long and well—
The worms are there as always, but I had to dig like Hell!"

Behold The Sheiks of Yester Year

Since the Anniversary STORAGRAM came out, with its be-ruffled and be-flounced and bustled ladies of 1871 pictured on its cover, the men of the store family have had entirely too much to say about the vanity of the female of the species. We admit these ladies do look funny to our modern eyes. But that was long ago.

So, the editor has done a little research lately and her efforts have been rewarded by the beautiful pictures offered herewith. We submit these sheiks of gone-by days in competition with the quaint little ladies of the same period. Now we ask you, who looks the funniest? Who is vain? Who tries, though it may test courage to the limit, to keep up with the styles? Be the answer what it may, gentlemen of long ago, and gentlemen of today, we salute you!

The Editor's Plea

IF you have a bit of news,
Send it in;
Or a joke that will amuse,
Send it in.

A story that is true,
An incident that's new
We want to hear from each of you,
Send it in.

Never mind about the style,
If the news is worth the while,
It may help or cause a smile,
Send it in.

—EXCHANGE

TEACHER: "Why was Columbus so anxious to discover a new world?"

BOBBY: "I think he was looking for a place to park.

Two new aquatic stars on the camp roster are the Misses Betty Finnegan and Alyce Byrne who have learned to conquer the perils of the pool.

Watching the Wheels Go 'Round

Most men, no matter what their vocation, are interested in mechanics. There is a peculiar fascination in making something go that wouldn't go before. An alarm clock, or a clock of any description, used to be the favorite victim of dissection. Sometimes the shaking-up the old clock got, while its works were being removed, actually did make it go afterwards. Most of these major operations, however, were unsuccessful, as there didn't seem to be room enough inside the clock to get all the parts back again. But if it did go at all, after the operation, it was considered a great success, even if the hands had to be forcibly moved around every twelve hours to keep them right.

Well, the old alarm clocks are now getting a rest from these mechanical experts. Interest and skill along this line have been transferred to the RADIO! Yes, aside from all entertainment afforded by the radio, aside from its advertised attractions, we maintain that a good part of its fascination for most men arises from the fact that it offers a first class excuse for mechanical "tinkering."

—ALEX CONWAY

Sidney Saville is the horseman on the right. Like a number of Kaufmann fellow workers, he thinks riding is fine sport.

Not Luck
But Good Salesmanship

Salesman: Good morning! Something in pajamas for you.

Customer: I don't know; I am just looking.

Salesman: We have a very good buy at $2.95 in a plain or fancy pajama.

Customer: I'll look at them, but I don't need any just now. I am just looking around.

Salesman: How would you like a nice plain pajama with a collar the latest style, in very pretty colors.

Customer: It's hard to pick out one from such a large selection. I believe I'll take two of these $5.00 ones, one blue and one white. I didn't intend to buy any pajamas. You are a good salesman.

Salesman: It wasn't so much the salesman as it was the large selection; we have one of the largest pajamas departments in Pennsylvania.

EDITOR'S NOTE: The above was sent to the STORAGRAM by Mr. Bradford, of Men's Furnishing Department. He is right; when we have the merchandise, it is only a matter of service and good sense (that means good salesmanship) to get the customer what he wants.

Free Legal Aid

Kaufmann fellow workers may consult Mr. Amdur, attorney, without charge. Mr. Amdur will be found in the conference room of Mr. O. M. Kaufmann's office, Wednesdays and Saturdays from nine to ten a. m.

Sleep
Get Plenty—At Night

"Sleep is not a negative process. It is a positive one. It isn't merely stopping bodily activity. It's a substitution of a constructive process for a destructive one. That is sleep recharges the exhausted body batteries and fills the organic furnace with fresh fuel. The food we eat is digested and transmitted into new muscle, brain, blood and nerve cells only while we are asleep. Get plenty of sleep. It is as necessary to health of mind and body as is food."

We Thank Thee

For flowers that bloom about our feet;
For tender grass, so fresh, so sweet;
For song of bird, and hum of bee;
For all things fair we hear or see,
Father in heaven, we thank Thee!

For blue of stream and blue of sky;
For pleasant shade of branches high;
For fragrant air and cooling breeze;
For beauty of the blooming trees,
Father in heaven, we thank Thee.

Ralph Waldo Emerson.

Life is growth—a challenge to environment. If we cannot meet our everyday surroundings with equanimity and pleasure and grow each day in some useful direction, then this splendid balance of cosmic forces which we call life is on the road toward misfortune, misery and destruction. Therefore health is the most precious of all things. —Luther Burbank.

Congratulations, Mr. Matz, upon the arrival of a new little grand daughter. According to Mr. Matz, she is a fine baby.

Mrs. Tinnemeyer and party were among the Fourth-of-July guests at Bear Run.

Transfers and Promotions

NAME	FROM	TO
Harvey Stitzell	Floorman	Floor Superintendent, 5th Floor
Walter Smith	Floor Superintendent	Manager, Audit Office
Roland Friedlander	Audit Manager	Personnel Dept., Job Analysis
Cecil Willis	Floorman	Foreman, Carpet Room
David Hathaway	Clerk	Budget Control
Dan Harrison	Sales	Assistant Buyer, Boy Scouts' Dept.
Lorraine Fitzgerald	Sales	Interview Clerk, Adjustments
Clarence Shaw	Bookkeeper	Traffic Superintendent
Louis Scholar	Package Helper	Sorter, Forbes St. S. S.
Ruth Paul	Sales Contingent	Bookkeeping Stuffer
Jean Bliswick	Sales	Jewelry Repair Clerk
Gertrude Aspell	Wrapper	Wrapper-cashier, Linen Dept.
George Merz	Repair Clerk	Salesman, Watch Dept.
Amelia Wilson	Sales	Shopping Bureau
Daisy Gibbs	Cashier	Check Writer, Carpet Dept.
Esther De Bar	Stock	Sales, Women's Gowns
Leonard Lieberman	Sales	Assistant Buyer, Children's Shoes
Betty Bard	Stock	Cashier, Adoria Beauty Salon
Catherine Bostaph	Check Writer	Sales, Women's Shoes
Anna Baranek	Contingent	Sales, Silk Dept.
Adolphus Rawlins	Sales	Sales, Furniture Dept.
Anne Daniher	Stock	Marker, Receiving Dept.
Benjamin Nadler	Stock	Sales, Basement Shoe Dept.
Ida Lotz	Sales	Sales, Corset Dept.
Jack Lagorio	Sales	Clerk, North Side S. S.
Catherine Meenihan	N. Contingent	Cashier-wrapper, Curtains
Herman Netzer	Stock	Sales, Basement Shoe Dept.
Pearl Kaminsky	Credit Clerk	Reference Bookkeeper
Gertrude Butler	Wrapper-cashier	Cashier, Corset Dept.
Elizabeth White	Cashier-wrapper	Typist, Stenographic Dept.
Leona Sauers	Clerk	Comptometer Operator
Regis McKenna	Special Messenger	Parcel Post Clerk
Dorothy Kivenson	Check Writer	Statistical Clerk
Cassie Adams	Sales and Clerk	Appointment Clerk, Beauty Salon
Mary Reid	Stock	Cashier-wrapper, China Dept.
Sarah Montgomery	Clerk	Club Credit Clerk
Agnes Corsello	Cashier-wrapper	Sales, Basement Shoe Dept.
Andrew Plascjak	Stock	Clerk, China Dept.

Executive Training Course
Opens September 26

The Research Bureau for Retail Training of the University of Pittsburgh announces that the 1927 course will consist of 48 lectures; the evening meetings to be held Mondays and Wednesdays at 6:30.

Only 25 people from Kaufmann's will be selected to take this course. Many who are ambitious to fit themselves for greater responsibilities in this organization will make application. Now is the time to apply. See Miss Fitzsimmons for further information about the Executive Training Course.

NOW IS THE TIME TO APPLY